

NCC Cable System Order

11764509

| | | | | | |
|-------------------|------------------------------|-----------------|------------------------------------|------------------|---------------|
| Order # | 62345724 | Flight Dates | 10/03/16 - 10/09/16 | Update Date | 10/12/16 |
| Syscode | 4477 | Agency | Nonbox/Esner | Version | 2 Vs. 1 |
| System Name | Spectrum/Beaver Dam, WI | Advertiser | Wisconsin Manufacturers & Commerce | Show All Lines | |
| Market | Milwaukee-Racine | Client Code | wmc | Total # of Weeks | 1 |
| AE | Leah Losier | Product Code | sd 14 | Total | \$1,845.00 |
| Sales Coordinator | Michael Ryan | Est Code | SD14 1006 | Commission | \$276.75 |
| Office | Chicago | Product Name | | Net Total | \$1,568.25 |
| Phone | (312) 527-5755 | Credit Status | | Total Spots | 135 |
| Status | Not accepted | | | Affiliate Split | |
| Survey | Cable Nielsen Live+SD Aug'16 | Primary Demo | Adults 35+ | Sold On | Cost Per Spot |
| | | Makegood Policy | Approval Required | GRP | GMP |
| | | | | CPP | CPM |

Comments : 10, 12 removed spots that missed due to no traffic. Moving to this week's order. Please confirm. Thanks

| Line | Net | Program | Start Date | Stop Date | Start Time | Stop Time | M | T | W | T | F | S | S | RTG | IMP | Total Spots | Unit Cost | Total Cost | Spot Len | Line Comment |
|------|------|---------------|------------|-----------|------------|-----------|---|---|---|---|---|---|---|-----|-----|-------------|-----------|------------|----------|--|
| 1 | CNN | AVG. ALL WKS | 10/3/16 | 10/9/16 | 09:00 | 16:00 | | | | X | | | | - | - | 0 | \$9.00 | \$0.00 | 30 | REMOVED SPOTS THAT DIDNT RUN DUE TO NO TRAFFIC |
| 2 | CNN | AVG. ALL WKS | 10/3/16 | 10/9/16 | 09:00 | 16:00 | | | | | X | | | - | - | 2 | \$9.00 | \$18.00 | 30 | |
| 3 | CNN | AVG. ALL WKS | 10/3/16 | 10/9/16 | 09:00 | 16:00 | | | | | X | | | - | - | 2 | \$9.00 | \$18.00 | 30 | |
| 4 | CNN | AVG. ALL WKS | 10/3/16 | 10/9/16 | 09:00 | 16:00 | | | | | | X | | - | - | 2 | \$9.00 | \$18.00 | 30 | |
| 5 | CNN | VARIOUS | 10/3/16 | 10/9/16 | 16:00 | 19:00 | | | X | | | | | - | - | 0 | \$14.00 | \$0.00 | 30 | REMOVED SPOTS THAT DIDNT RUN DUE TO NO TRAFFIC |
| 6 | CNN | VARIOUS | 10/3/16 | 10/9/16 | 16:00 | 19:00 | | | | X | | | | - | - | 1 | \$14.00 | \$14.00 | 30 | |
| 7 | CNN | AVG. ALL WKS< | 10/3/16 | 10/9/16 | 16:00 | 19:00 | | | | | X | | | - | - | 1 | \$14.00 | \$14.00 | 30 | |
| 8 | CNN | AVG. ALL WKS | 10/3/16 | 10/9/16 | 16:00 | 19:00 | | | | | | X | | - | - | 1 | \$14.00 | \$14.00 | 30 | |
| 9 | CNN | AVG. ALL WKS | 10/3/16 | 10/9/16 | 19:00 | 24:00 | | | X | | | | | - | - | 0 | \$18.00 | \$0.00 | 30 | REMOVED SPOTS THAT DIDNT RUN DUE TO NO TRAFFIC |
| 10 | CNN | AVG. ALL WKS | 10/3/16 | 10/9/16 | 19:00 | 24:00 | | | | X | | | | - | - | 2 | \$18.00 | \$36.00 | 30 | |
| 11 | CNN | AVG. ALL WKS | 10/3/16 | 10/9/16 | 19:00 | 24:00 | | | | | X | | | - | - | 2 | \$18.00 | \$36.00 | 30 | |
| 12 | CNN | AVG. ALL WKS | 10/3/16 | 10/9/16 | 19:00 | 24:00 | | | | | | X | | - | - | 2 | \$18.00 | \$36.00 | 30 | |
| 13 | ESPN | VARIOUS | 10/3/16 | 10/9/16 | 16:00 | 19:00 | | | X | | | | | - | - | 0 | \$14.00 | \$0.00 | 30 | REMOVED SPOTS THAT DIDNT RUN DUE TO NO TRAFFIC |
| 14 | ESPN | VARIOUS | 10/3/16 | 10/9/16 | 16:00 | 19:00 | | | | X | | | | - | - | 1 | \$14.00 | \$14.00 | 30 | |
| 15 | ESPN | AVG. ALL WKS< | 10/3/16 | 10/9/16 | 16:00 | 19:00 | | | | | X | | | - | - | 1 | \$14.00 | \$14.00 | 30 | |
| 16 | ESPN | AVG. ALL WKS | 10/3/16 | 10/9/16 | 16:00 | 19:00 | | | | | | X | | - | - | 1 | \$14.00 | \$14.00 | 30 | |
| 17 | ESPN | AVG. ALL WKS | 10/3/16 | 10/9/16 | 19:00 | 24:00 | | | X | | | | | - | - | 0 | \$18.00 | \$0.00 | 30 | REMOVED SPOTS THAT DIDNT RUN DUE TO NO TRAFFIC |
| 18 | ESPN | AVG. ALL WKS | 10/3/16 | 10/9/16 | 19:00 | 24:00 | | | | X | | | | - | - | 2 | \$18.00 | \$36.00 | 30 | |
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|------|------|---------------|------------|-----------|------------|-----------|---|---|---|---|---|---|---|-----|-----|-------------|-----------|------------|----------|--|
| 20 | ESPN | AVG. ALL WKS | 10/3/16 | 10/9/16 | 19:00 | 24:00 | | | | | | | X | - | - | 2 | \$18.00 | \$36.00 | 30 | |
| 21 | FXNC | AVG. ALL WKS | 10/3/16 | 10/9/16 | 05:00 | 09:00 | | | X | | | | | - | - | 0 | \$14.00 | \$0.00 | 30 | REMOVED SPOTS THAT DIDNT RUN DUE TO NO TRAFFIC |
| 22 | FXNC | AVG. ALL WKS | 10/3/16 | 10/9/16 | 05:00 | 09:00 | | | | X | | | | - | - | 1 | \$14.00 | \$14.00 | 30 | |
| 23 | FXNC | AVG. ALL WKS | 10/3/16 | 10/9/16 | 05:00 | 09:00 | | | | | X | | | - | - | 1 | \$14.00 | \$14.00 | 30 | |
| 24 | FXNC | AVG. ALL WKS | 10/3/16 | 10/9/16 | 05:00 | 09:00 | | | | | | X | | - | - | 1 | \$14.00 | \$14.00 | 30 | |
| 25 | FXNC | AVG. ALL WKS | 10/3/16 | 10/9/16 | 09:00 | 16:00 | | | X | | | | | - | - | 0 | \$9.00 | \$0.00 | 30 | REMOVED SPOTS THAT DIDNT RUN DUE TO NO TRAFFIC |
| 26 | FXNC | AVG. ALL WKS | 10/3/16 | 10/9/16 | 09:00 | 16:00 | | | | X | | | | - | - | 3 | \$9.00 | \$27.00 | 30 | |
| 27 | FXNC | AVG. ALL WKS | 10/3/16 | 10/9/16 | 09:00 | 16:00 | | | | | X | | | - | - | 3 | \$9.00 | \$27.00 | 30 | |
| 28 | FXNC | AVG. ALL WKS | 10/3/16 | 10/9/16 | 09:00 | 16:00 | | | | | | X | | - | - | 3 | \$9.00 | \$27.00 | 30 | |
| 29 | FXNC | VARIOUS | 10/3/16 | 10/9/16 | 16:00 | 19:00 | | | X | | | | | - | - | 0 | \$14.00 | \$0.00 | 30 | REMOVED SPOTS THAT DIDNT RUN DUE TO NO TRAFFIC |
| 30 | FXNC | VARIOUS | 10/3/16 | 10/9/16 | 16:00 | 19:00 | | | | X | | | | - | - | 1 | \$14.00 | \$14.00 | 30 | |
| 31 | FXNC | AVG. ALL WKS< | 10/3/16 | 10/9/16 | 16:00 | 19:00 | | | | | X | | | - | - | 1 | \$14.00 | \$14.00 | 30 | |
| 32 | FXNC | AVG. ALL WKS | 10/3/16 | 10/9/16 | 16:00 | 19:00 | | | | | | X | | - | - | 1 | \$14.00 | \$14.00 | 30 | |
| 33 | FXNC | AVG. ALL WKS | 10/3/16 | 10/9/16 | 19:00 | 24:00 | | | X | | | | | - | - | 0 | \$18.00 | \$0.00 | 30 | REMOVED SPOTS THAT DIDNT RUN DUE TO NO TRAFFIC |
| 34 | FXNC | AVG. ALL WKS | 10/3/16 | 10/9/16 | 19:00 | 24:00 | | | | X | | | | - | - | 2 | \$18.00 | \$36.00 | 30 | |
| 35 | FXNC | AVG. ALL WKS | 10/3/16 | 10/9/16 | 19:00 | 24:00 | | | | | X | | | - | - | 2 | \$18.00 | \$36.00 | 30 | |
| 36 | FXNC | AVG. ALL WKS | 10/3/16 | 10/9/16 | 19:00 | 24:00 | | | | | | X | | - | - | 2 | \$18.00 | \$36.00 | 30 | |
| 37 | HGTV | AVG. ALL WKS | 10/3/16 | 10/9/16 | 09:00 | 16:00 | | | X | | | | | - | - | 0 | \$9.00 | \$0.00 | 30 | REMOVED SPOTS THAT DIDNT RUN DUE TO NO TRAFFIC |
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| 39 | HGTV | AVG. ALL WKS | 10/3/16 | 10/9/16 | 09:00 | 16:00 | | | | | | X | | - | - | 3 | \$9.00 | \$27.00 | 30 | |
| 40 | HGTV | AVG. ALL WKS | 10/3/16 | 10/9/16 | 09:00 | 16:00 | | | | | | X | | - | - | 3 | \$9.00 | \$27.00 | 30 | |
| 41 | HGTV | VARIOUS | 10/3/16 | 10/9/16 | 16:00 | 19:00 | | | X | | | | | - | - | 0 | \$14.00 | \$0.00 | 30 | REMOVED SPOTS THAT DIDNT RUN DUE TO NO TRAFFIC |
| 42 | HGTV | VARIOUS | 10/3/16 | 10/9/16 | 16:00 | 19:00 | | | | | X | | | - | - | 1 | \$14.00 | \$14.00 | 30 | |
| 43 | HGTV | AVG. ALL WKS< | 10/3/16 | 10/9/16 | 16:00 | 19:00 | | | | | X | | | - | - | 1 | \$14.00 | \$14.00 | 30 | |
| 44 | HGTV | AVG. ALL WKS | 10/3/16 | 10/9/16 | 16:00 | 19:00 | | | | | | X | | - | - | 1 | \$14.00 | \$14.00 | 30 | |
| 45 | HGTV | AVG. ALL WKS | 10/3/16 | 10/9/16 | 19:00 | 24:00 | | | X | | | | | - | - | 0 | \$18.00 | \$0.00 | 30 | REMOVED SPOTS THAT DIDNT RUN DUE TO NO TRAFFIC |
| 46 | HGTV | AVG. ALL WKS | 10/3/16 | 10/9/16 | 19:00 | 24:00 | | | | | X | | | - | - | 2 | \$18.00 | \$36.00 | 30 | |
| 47 | HGTV | AVG. ALL WKS | 10/3/16 | 10/9/16 | 19:00 | 24:00 | | | | | | X | | - | - | 2 | \$18.00 | \$36.00 | 30 | |
| 48 | HGTV | AVG. ALL WKS | 10/3/16 | 10/9/16 | 19:00 | 24:00 | | | | | | X | | - | - | 2 | \$18.00 | \$36.00 | 30 | |
| 49 | HIST | AVG. ALL WKS | 10/3/16 | 10/9/16 | 19:00 | 24:00 | | | X | | | | | - | - | 0 | \$18.00 | \$0.00 | 30 | REMOVED SPOTS THAT DIDNT RUN DUE TO NO TRAFFIC |
| 50 | HIST | AVG. ALL WKS | 10/3/16 | 10/9/16 | 19:00 | 24:00 | | | | | X | | | - | - | 2 | \$18.00 | \$36.00 | 30 | |
| 51 | HIST | AVG. ALL WKS | 10/3/16 | 10/9/16 | 19:00 | 24:00 | | | | | | X | | - | - | 2 | \$18.00 | \$36.00 | 30 | |
| 52 | HIST | AVG. ALL WKS | 10/3/16 | 10/9/16 | 19:00 | 24:00 | | | | | | | X | - | - | 2 | \$18.00 | \$36.00 | 30 | |
| 53 | MNBC | AVG. ALL WKS | 10/3/16 | 10/9/16 | 09:00 | 16:00 | | | X | | | | | - | - | 0 | \$7.00 | \$0.00 | 30 | REMOVED SPOTS THAT DIDNT RUN DUE TO NO TRAFFIC |
| 54 | MNBC | AVG. ALL WKS | 10/3/16 | 10/9/16 | 09:00 | 16:00 | | | | | X | | | - | - | 2 | \$7.00 | \$14.00 | 30 | |
| 55 | MNBC | AVG. ALL WKS | 10/3/16 | 10/9/16 | 09:00 | 16:00 | | | | | | X | | - | - | 2 | \$7.00 | \$14.00 | 30 | |
| 56 | MNBC | AVG. ALL WKS | 10/3/16 | 10/9/16 | 09:00 | 16:00 | | | | | | | X | - | - | 2 | \$7.00 | \$14.00 | 30 | |
| 57 | MNBC | VARIOUS | 10/3/16 | 10/9/16 | 16:00 | 19:00 | | | X | | | | | - | - | 0 | \$11.00 | \$0.00 | 30 | REMOVED SPOTS THAT DIDNT RUN DUE TO NO TRAFFIC |

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|------|------|---------------|------------|-----------|------------|-----------|---|---|---|---|---|---|---|-----|-----|-------------|-----------|------------|----------|--|
| 58 | MNBC | VARIOUS | 10/3/16 | 10/9/16 | 16:00 | 19:00 | | | | | X | | | - | - | 1 | \$11.00 | \$11.00 | 30 | |
| 59 | MNBC | AVG. ALL WKS< | 10/3/16 | 10/9/16 | 16:00 | 19:00 | | | | | | X | | - | - | 1 | \$11.00 | \$11.00 | 30 | |
| 60 | MNBC | AVG. ALL WKS | 10/3/16 | 10/9/16 | 16:00 | 19:00 | | | | | | | X | - | - | 1 | \$11.00 | \$11.00 | 30 | |
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| 62 | MNBC | AVG. ALL WKS | 10/3/16 | 10/9/16 | 19:00 | 24:00 | | | | | X | | | - | - | 2 | \$14.00 | \$28.00 | 30 | |
| 63 | MNBC | AVG. ALL WKS | 10/3/16 | 10/9/16 | 19:00 | 24:00 | | | | | | X | | - | - | 2 | \$14.00 | \$28.00 | 30 | |
| 64 | MNBC | AVG. ALL WKS | 10/3/16 | 10/9/16 | 19:00 | 24:00 | | | | | | | X | - | - | 2 | \$14.00 | \$28.00 | 30 | |
| 65 | TNT | AVG. ALL WKS | 10/3/16 | 10/9/16 | 19:00 | 24:00 | | | X | | | | | - | - | 0 | \$18.00 | \$0.00 | 30 | REMOVED SPOTS THAT DIDNT RUN DUE TO NO TRAFFIC |
| 66 | TNT | AVG. ALL WKS | 10/3/16 | 10/9/16 | 19:00 | 24:00 | | | | | X | | | - | - | 2 | \$18.00 | \$36.00 | 30 | |
| 67 | TNT | AVG. ALL WKS | 10/3/16 | 10/9/16 | 19:00 | 24:00 | | | | | | X | | - | - | 2 | \$18.00 | \$36.00 | 30 | |
| 68 | TNT | AVG. ALL WKS | 10/3/16 | 10/9/16 | 19:00 | 24:00 | | | | | | | X | - | - | 2 | \$18.00 | \$36.00 | 30 | |
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| 72 | USA | AVG. ALL WKS | 10/3/16 | 10/9/16 | 09:00 | 16:00 | | | | | | | X | - | - | 3 | \$9.00 | \$27.00 | 30 | |
| 73 | USA | VARIOUS | 10/3/16 | 10/9/16 | 16:00 | 19:00 | | | X | | | | | - | - | 0 | \$14.00 | \$0.00 | 30 | REMOVED SPOTS THAT DIDNT RUN DUE TO NO TRAFFIC |
| 74 | USA | VARIOUS | 10/3/16 | 10/9/16 | 16:00 | 19:00 | | | | | X | | | - | - | 1 | \$14.00 | \$14.00 | 30 | |
| 75 | USA | AVG. ALL WKS< | 10/3/16 | 10/9/16 | 16:00 | 19:00 | | | | | | X | | - | - | 1 | \$14.00 | \$14.00 | 30 | |
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| 81 | AMC | AVG. ALL WKS | 10/3/16 | 10/9/16 | 19:00 | 24:00 | | | X | | | | | - | - | 0 | \$14.00 | \$0.00 | 30 | REMOVED SPOTS THAT DIDNT RUN DUE TO NO TRAFFIC |
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| 85 | DISC | AVG. ALL WKS | 10/3/16 | 10/9/16 | 19:00 | 24:00 | | | X | | | | | - | - | 0 | \$18.00 | \$0.00 | 30 | REMOVED SPOTS THAT DIDNT RUN DUE TO NO TRAFFIC |
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| 89 | FOOD | AVG. ALL WKS | 10/3/16 | 10/9/16 | 09:00 | 16:00 | | | X | | | | | - | - | 0 | \$9.00 | \$0.00 | 30 | REMOVED SPOTS THAT DIDNT RUN DUE TO NO TRAFFIC |
| 90 | FOOD | AVG. ALL WKS | 10/3/16 | 10/9/16 | 09:00 | 16:00 | | | | | X | | | - | - | 3 | \$9.00 | \$27.00 | 30 | |
| 91 | FOOD | AVG. ALL WKS | 10/3/16 | 10/9/16 | 09:00 | 16:00 | | | | | X | | | - | - | 3 | \$9.00 | \$27.00 | 30 | |
| 92 | FOOD | AVG. ALL WKS | 10/3/16 | 10/9/16 | 09:00 | 16:00 | | | | | | X | | - | - | 3 | \$9.00 | \$27.00 | 30 | |
| 93 | FOOD | AVG. ALL WKS | 10/3/16 | 10/9/16 | 19:00 | 24:00 | | | X | | | | | - | - | 0 | \$18.00 | \$0.00 | 30 | REMOVED SPOTS THAT DIDNT RUN DUE TO NO TRAFFIC |
| 94 | FOOD | AVG. ALL WKS | 10/3/16 | 10/9/16 | 19:00 | 24:00 | | | | | X | | | - | - | 2 | \$18.00 | \$36.00 | 30 | |
| 95 | FOOD | AVG. ALL WKS | 10/3/16 | 10/9/16 | 19:00 | 24:00 | | | | | X | | | - | - | 2 | \$18.00 | \$36.00 | 30 | |

NCC Cable System Order

| | | | | | |
|-------------------|-----------------------------|-----------------|------------------------------------|------------------|---------------|
| Order # | 62345724 | Flight Dates | 10/03/16 - 10/09/16 | Update Date | 10/12/16 |
| Syscode | 4477 | Agency | Nonbox/Eisner | Version | 2 Vs. 1 |
| System Name | Spectrum/Beaver Dam, WI | Advertiser | Wisconsin Manufacturers & Commerce | Show All Lines | |
| Market | Milwaukee-Racine | Client Code | wmc | Total # of Weeks | 1 |
| AE | Leah Losier | Product Code | sd 14 | Total | \$1,845.00 |
| Sales Coordinator | Michael Ryan | Est Code | SD14 1006 | Commission | \$276.75 |
| Office | Chicago | Product Name | | Net Total | \$1,568.25 |
| Phone | (312) 527-5755 | Credit Status | | Total Spots | 135 |
| Status | Not accepted | Primary Demo | Adults 35+ | Affiliate Split | 100.0 |
| Survey | Cable Nielsen Live+SD Aug16 | Makegood Policy | Approval Required | Sold On | Cost Per Spot |
| | | | | GRP | GIMP |
| | | | | CPP | CPM |

Comments : 10.12 removed spots that missed due to no traffic. Moving to this week's order. Please confirm. Thanks

| Line | Net | Program | Start Date | Stop Date | Start Time | Stop Time | M | T | W | T | F | S | S | RTG | IMP | Total Spots | Unit Cost | Total Cost | Spot Len | Line Comment |
|---|------|--------------|------------|-----------|------------|-----------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-------------|-----------|------------|----------|--------------|
| 96 | FOOD | AVG. ALL WKS | 10/3/16 | 10/9/16 | 19:00 | 24:00 | | | | | | | X | - | - | 2 | \$18.00 | \$36.00 | 30 | |
| Oct 2016 Nov 2016 Dec 2016 Jan 2017 Feb 2017 Mar 2017 Apr 2017 May 2017 Jun 2017 Jul 2017 Aug 2017 Sep 2017 Total | | | | | | | | | | | | | | | | | | | | |
| SPOTS | | 135 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 135 |
| AMT | | \$1,845.00 | \$0.00 | \$0.00 | \$0.00 | \$0.00 | \$0.00 | \$0.00 | \$0.00 | \$0.00 | \$0.00 | \$0.00 | \$0.00 | \$0.00 | \$0.00 | \$0.00 | \$0.00 | \$0.00 | \$0.00 | \$1,845.00 |

SYSTEM APP: _____ SALES _____ ACCT _____

Date Printed 10/12/16

62345724 | Milwaukee-Racine | Spectrum/Beaver Dam, WI | 4477 |